

Informatics, Ch 4, Data Analytics: Presenting the findings

What is a multimodal online solution? p 185,

1. What is a multimodal online solution (MMOS)?
A MMOS is a web-capable solution that presents multiple types of data, such as a website that uses text, sound and images (still and moving) to communicate ideas and information.
2. How will you use a MMOS to complete Unit 4, Outcome 1 (part 2 of the SAT)?
A MMOS will be used to present the results of my hypothesis in a visually appealing way.
3. List the features that your solution should contain.
 - Import/enter, edit and format content
 - Structure screen layout
 - Create links
 - Provide navigation
 - Create buttons
 - Create tags (alt tags)
 - Incorporate images (still and moving), text and sound

An effective MMOS, p 186

Educating a global audience

1. In developing your MMOS you need to provide information that is suitable for a worldwide audience. Elaborate under each of the following areas that need to be considered:
 - a. **Gender**
Your solution should be written with the assumption that your audience will be composed of females and males, as well as potentially intersex and transgender individuals. Excluding anyone from your solution on the basis of their sex, sexual orientation or gender identity would be unwise and insulting.
 - b. **Culture**
 - i. **Images**
Your MMOS will most likely contain images and video, and you need to be conscious of the possible effect they may have on your audience. If you are concerned with the images being presented or provided on your MMOS that may identify a child or a subject, or that could contain potentially offensive content, you could use pixilation.
 - ii. **language**
As the author of the MMOS for a global audience, keep in mind that members of a different culture might not understand your vocabulary or references if they are embedded in your culture, but not in your audience's.
 - c. **commonality of language**
English is often considered the global language, but some of your global audience may not be as fluent in English as you are. Your choice of vocabulary should take this into consideration and be easy to understand.
 - d. **Age appropriateness**
Try and make your writing as accessible as possible to readers of different ages. Your global audience may include children as well as adults.
 - i. **Writing for young readers**
 - Create an engaging discussion
 - Use a simple sentence structure
 - Make clear points, to not confuse and because they may not detect subtleties.
 - Choose from a suitable vocabulary, but do not fear, introducing new, useful words.
 - Explain any technical terms in simple language.